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PORTLAND INDUSTRIAL AREA

This policy applies to industrial areas and environs in Portland.

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Policy basis

There is a significant opportunity to reposition Portland’s industrial areas to attract new investment and employment. There are a number of industrial precincts in Portland, including three areas of State significance. These areas are the Port of Portland and environs, the aluminium smelter and the North Portland industrial precinct. The Port of Portland is one of four deep water major commercial ports in Victoria; the Portland aluminium smelter is a major contributor to Victoria’s economy and exports; and the North Portland industrial precinct is one of the few industrial areas in the State that contains large tracts of developable land zoned Industrial 2.

Glenelg Shire Council has prepared the Portland Industrial Land Strategy 2016 (PILS). The purpose of PILS is to provide a long-term strategic framework for Portland’s industrial areas and environs. Some of these areas are currently under-developed and strong potential exists for their development and renewal with better planned precincts, higher quality built form, energy efficient buildings, more indigenous plantings, enhanced gateways and streetscapes and improved treatment with non-industrial interfaces. PILS also identifies the industrial areas suitable for industries requiring buffers to operate without impact on adjoining areas (heavy industry) and areas that may accommodate industries that have a less significant impact (light industry).

PILS identifies four industrial areas that are suitable for immediate development, of which the central precinct is also an urban infill renewal area. These areas are known as:

- Precinct 1 - North Portland Industrial Precinct
- Precinct 3 - Central Portland Employment Precinct
- Precinct 4 - MadeiraPacket Road Employment Precinct.
- Precinct 5 – Smelter Industrial Precinct.

PILS contains Framework Plans for three of these precincts to guide future development. Precinct 1 is the highest priority industrial development area. Precinct 1 is a large precinct that could accommodate larger industries and is well located because of its access to transport networks and proximity to water and sewer reticulation, drainage infrastructure and energy services.

Identifying areas for immediate development also enables the prioritisation of investment of State and local infrastructure.

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Portland industrial areas framework plan

Map 1 of PILS (page 17) identifies Portland’s industrial study areas. These are:

Precinct 1 – North Portland Industrial Precinct

Precinct 2 – Ring Road entrance to Portland

Precinct 3 – Central Portland Employment Precinct

Precinct 4 – Madeira Packet Road Employment Precinct

Precinct 5 – Smelter Industrial Precinct

Precinct 6 – Land south of Wilsons Road south of Precinct 1

Precinct 7 – Localised expansion with linkages to Heywood

Precinct 8 – Portland Airport and environs

Precinct 9 – Portland West Intensive animal husbandry precinct

Precinct 10 – Port of Portland environs

Maps 2 and 3 (pages 18 and 19) identify the four priority precincts in Portland.

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Portland industrial areas objectives and strategies

PILS contains objectives and strategies under the themes of Economic context, Land use, Urban design, Transport, access and infrastructure and Natural environment.

Economic context

Objective 1

To develop Portland as a regional centre for transport, logistics, manufacturing and processing industries and employment in south eastern Australia.

Strategies:

- Support the development of transport, logistics, manufacturing and processing facilities as vital industries supporting the local agricultural and industrial sectors.
- Maintain the viability and purpose of industrial areas by minimising land use conflicts and encroachment from non-industrial uses.
- Encourage industries that require intermodal transport connectivity to locate around existing rail facilities.

Objective 2

To develop Portland as a hub for renewable energy research, design and manufacturing in Victoria.

Strategies:

- Support the transition to a broader range of employment generating uses including a mix of industry and other compatible commercial uses, as permitted within the relevant zone.
- Support the development of education and training facilities with a link to existing and emerging industries within Portland.

Objective 3

To support the growth and development of the Port of Portland as a key economic resource for Victoria.

Strategies:

- Facilitate and advocate for growth of the development of the port.
- Support the implementation of effective land use buffers to protect the future of the port.
- Discourage further fragmentation of land holdings in the port area where this threatens to close off strategic development options for the port.

Objective 4

To ensure the availability of land for employment generating developments.

Strategies:

- Direct industries which require substantial buffer zones from sensitive land uses to the core of the Industrial 2 Zone.
- Protect industrial land of State significance.
- Develop an Industrial Investment Attraction Prospectus to assist new industrial and related businesses wishing to locate in Portland to find suitable sites.
- Monitor development to ensure that there is an adequate supply of industrial land in appropriate locations.

- Support the continued operation of existing businesses wishing to remain and invest in upgrading and growing their business in-situ.

Land use

Objective 1

To provide planning certainty to guide long term business investment decisions in Portland.

Strategies:

- Discourage the encroachment of new residential uses to adjacent industrially zoned land.
- Encourage non-conforming uses, particularly residential uses, to convert to industrial or business uses.
- Seek to manage amenity expectations for residential or other sensitive uses adjacent to industrial areas.
- Support the rezoning of surplus industrial land to more appropriate planning zones.

Objective 2

To protect the amenity of residential areas from the effects of industrial activity, while not impeding the productivity of industrial enterprises.

Strategies:

- Support new development that does not have an adverse impact on the operations of existing industry.
- Manage the interface between industrial and residential areas, particularly in regard to heavy vehicle traffic, industrial emissions, noise and visual setting.
- Minimise land use conflicts by applying the State guidelines on separation distances.
- Require new industrial development to meet urban design guidelines and to be suitably buffered from residential development.
- Support the location of new industries within existing and planned industrial precincts.

Urban design

Objective

To encourage well planned industrial development with high standards of amenity, siting and design, particularly along major routes.

Strategies:

- Encourage development to be of a high quality to contribute to an overall improvement in the amenity of the Portland industrial areas, including low maintenance landscape treatments and upgrades to adjoining streetscapes.
- Ensure development meets the requirements of the Urban Design Guidelines contained in PILS.
- Encourage building design and site layout of new industrial and commercial developments to minimise the potential for adverse amenity and environmental impacts.
- All car parking and external storage areas should be constructed with an all-weather surface to the satisfaction of the responsible authority.
- Land within 7.5 metres of the front boundary should be set aside and used only for car parking, access and landscaping. Landscaping should be provided to create an attractive frontage.
- Buildings should not be constructed and material stored within 7.5 metres of a residential zone and should be landscaped in such a manner as to screen activities on the site.

- Buildings should not be constructed within 1.2 metres of any side or rear boundaries.

Transport

Objective

To maintain good transport access to Portland's industrial areas.

Strategies:

- Support rail infrastructure upgrades, including the Maroona to Portland railway.
- Encourage the continued upgrade and development of key infrastructure as identified within the PILS.
- Consider appropriate opportunities to leverage the existing rail infrastructure within Portland.
- Investigate opportunities to improve public transport services to Portland's industrial areas.

Natural environment

Objective

To maximise the contribution to the public realm.

Strategies:

Ensure large sites or precincts provide a network of public streets, footpaths and lanes connecting through the area into the surrounding street and pedestrian network.

Encourage development to contribute to the upgrade of existing streets adjoining the site and undergrounding of powerlines and other utilities, as appropriate.

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Precinct framework plans

PILS contains framework plans for the following three industrial precincts:

- Precinct 1 - North Portland Industrial Precinct
- Precinct 3 - Central Portland Employment Precinct
- Precinct 4 - Madeira-Packet Road Employment Precinct

Precinct 1 – North Portland Industrial Precinct

Vision

The North Portland Industrial precinct is to become a major industrial precinct that is to provide for large-scale industries on large allotments. It will encourage innovative and environmentally sustainable industries that have links to the regional economy and cater for industries that require buffer areas to minimise adverse amenity impacts. A development plan will be prepared based on the PILS framework plan that provides directions on preferred subdivision layout, lot sizes, street network, open space and integration with surrounding areas, including the need for buffers. The development plan will also ensure that the area will be well designed in relation to built form, landscaping and streetscape works. It will be well serviced with high quality roads, drainage and telecommunications infrastructure.

Objectives and Strategies

Objective 1

To develop the precinct with a focus on the delivery of innovative and environmentally sustainable industries that achieve best practice and have strong regional economic links.

Strategies

- Encourage the location of major industries including bulk goods processing, storage, transport and materials processing.
- Encourage large scale integrated processing and distribution industries, intermodal operations and storage with a requirement to locate proximate to the railway line.
- Promote the adaptation of existing industrial sites and redevelopment of existing underutilised sites.
- Improve the efficiency of use of industrial allotments through the effective delivery of infrastructure and the staging of new development.
- Ensure industries with off-site amenity impacts consider the impact of any existing sensitive uses (accommodation and education facilities).

Objective 2

To effectively manage the interface between industrial and sensitive uses and surrounding rural zones.

Strategies

- Require the use of acoustic barriers and berms for industries which require extended hours of operation and the containment of off-site amenity impacts.
- Discourage accommodation and sensitive uses within rural zones interfacing the precinct (along Lightbody's Road, School Road, Westlakes Road and Darts Roads).
- Support relocation of Portland North Primary School if and when a suitable alternative site is provided.

Objective 3

To improve the visual quality of the precinct that complements the business activities and adds to the value of these enterprises and create an identifiable and attractive character for the precinct.

Strategies

- Improve streetscape and landscaping at gateway locations and at the interface of surrounding areas.
- Require high quality landscape treatment of road reserves, frontages and where appropriate side and rear boundaries.
- Require development to create a strong design theme and treatment of buildings and landscaping.
- Enclose external storage and stockpiling areas by the use of screen fences, barrier or berms with associated planting.

Objective 4

- To maximise access to the existing major road, rail and port infrastructure.
- To improve the efficiency of the road network and to improve safety for pedestrians and cyclists.

Strategies

- Support the upgrading of the key arterial roads and intersections including the intersections of the Henty Highway with Westlakes Road, Darts Road and Cashmore Road for improved access by B-Doubles.
- Support the upgrading of Cashmore Road to accommodate heavy vehicles between the railway line and the Henty Highway.
- Support the upgrading of the condition and maintenance of the arterial roads within the precinct.

- Improve the safety of the intersection of Portland Nelson Road and School Road.
- Require access to new roads in the southern area of the precinct (area bounded by Wilsons Road, Portland-Nelson Road, and Lightbody's Road).
- Maintain the capability for intermodal freight terminals or other rail and freight goods movement by providing access from Westlakes Road.
- Require all road upgrades to provide for pedestrian and cycle access.

Objective 5

To enhance the natural environment.

Strategies

- Apply water sensitive urban design practice for all developments.
- Encourage revegetation and weed management of the wetland areas.
- Require landscaping to comprise locally indigenous plant species.

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Precinct 3 – Central Portland Employment Precinct

Vision

The Central Portland Employment Precinct is to provide for light industries to the west of the railway spur and is to provide for a transition to a mix of commercial and residential to the east of the railway spur. A development plan will be prepared for both areas to the east and west of the railway spur. The development plan to the west of the railway spur will be based on the existing road network and identify the priorities for upgrading key access points, intersections and internal roads. The development plan for the east will identify future opportunities for mixed use development and residential development on the basis of this area's interface with existing commercial and residential areas.

Objectives and Strategies

Objective 1

To achieve full utilisation of industrial land west of the railway spur.

Strategies

- Encourage small scale environmentally sustainable industries that achieve best practice and benefit from the established range of existing uses.
- Promote the adaptation of existing industrial sites and redevelopment of existing under-utilised sites.

Objective 2

To rationalise the amount of industrial land.

Strategy

- Provide for mixed use and residential development east of the railway spur by rezoning surplus industrial land.
- Apply the Environmental Audit Overlay to all land being rezoned from industrial.

Objective 3

To improve the efficiency of use of industrial allotments.

Strategies

- Promote effective, shared delivery of infrastructure.
- Encourage the continued focus for small scale manufacturing, building services, storage and supplies which may include small office/showrooms.

Objective 4

To create an identifiable attractive character and improve the visual quality of the industrial precinct.

Strategies

- Improve streetscape and landscaping at gateway locations and at the interface of surrounding areas.
- Require high quality landscape treatment of road reserves, frontages and where appropriate side and rear boundaries.
- Require development to create a strong design theme and treatment of buildings and landscaping.
- Develop an open space link within the railway spur reserve and provide landscaping within the open space link.
- Promote the use of energy conservation and production in the selection of building materials and use of solar voltaic panels and drainage management.

Objective 5

To maximise access to the existing major transport infrastructure of road, rail and port facilities.

Strategies

- Maintain capability for intermodal freight terminals or other rail and freight goods movement by providing access from the Henty Highway.
- Make improvements to road traffic operations to accommodate B-Doubles for a future intermodal facility.

Objective 6

To improve the safety and efficiency of the internal road traffic network.

Strategies

- Upgrade the condition and maintenance of the access roads.
- Require all road upgrades to provide for safe pedestrian and cycle access.

Objective 7

To enhance the natural environment.

Strategies

- Apply water sensitive urban design practice for all developments.
- Encourage revegetation and weed management of the wetland areas.
- Require landscaping to comprise locally indigenous plant species.

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Precinct 4 – Madeira Packet Road Employment Precinct

Vision

The Madeira Packet Road Employment Precinct is to provide for light industries and lower-scale commercial uses. The northern area of the precinct is in close proximity to the Port of Portland and provides an opportunity for existing port-related industries to be retained and future industries

to develop. The southern area of the precinct has a number of service industries and lower-scale commercial uses that should be encouraged to remain. A development plan will be prepared that protects the main industrial areas and provides buffer treatments to the residential interfaces to the north and west. The development plan will show the extension of the existing service road from Victoria Road to George Street to reduce the number of crossovers to Madeira Packet Road.

Objectives and strategies

Objective 1

To strengthen the role of the northern part of the Precinct with port related industries.

Strategy

- Encourage port related industries to develop north of Edgar Street.

Objective 2

To consolidate the southern part of the precinct with small-scale industries and commercial uses.

Strategy

- Encourage small scale manufacturing, building services, storage and supplies and small office/showrooms south of Edgar Street.

Objective 3

To achieve full utilisation of industrial land.

Strategy

- Encourage small scale environmentally sustainable industries that achieve best practice and benefit from the established range of uses.

Objective 4

To improve the efficiency of use of industrial allotments.

Strategy

- Encourage the staged delivery of infrastructure.

Objective 5

To manage the interface between industrial and sensitive uses.

Strategies

- Limit the industrial through-traffic to residential areas to the west.
- Require open space and/or landscape buffers for industrial development abutting residential zoned land.

Objective 6

To create an identifiable attractive character and improved visual quality of the Precinct.

Strategies

- Encourage urban design treatments, including streetscape and site landscape treatment, to gateways and interfaces.
- Promote robust and effective landscape treatment of road reserves, frontages and where appropriate side and rear boundaries.
- Maintain and enhance the presentation of the existing sites.

Objective 7

To protect and maximise the available access to existing major transport infrastructure of road and port facilities.

Strategy

- Require construction of a new service road for Madeira Packet Road to limit that requirement for additional intersections to this road.

Objective 8

To improve the safety and efficiency of the internal road traffic network.

Strategies

- Upgrade the condition and maintenance of the access roads within the Precinct.
- Require all road upgrades to provide for safe pedestrian and cycle access.

Objective 9

To improve the natural environment.

Strategies

- Enhance the adjacent open space along the western boundary, existing streets, and frontages of future development.
- Apply water sensitive urban design practice for all developments.
- Require landscaping to comprise locally indigenous plant species.

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Implementation

The objectives and strategies for Portland's industrial areas will be implemented through the planning scheme by:

Application of zones

- Applying the Industrial 1 Zone, Industrial 2 Zone and Industrial 3 Zone as appropriate.

Application of overlays

- Applying the Development Plan Overlay to Industrial Precincts 1, 3 and 4.
- Applying the Environmental Audit Overlay to areas to be rezoned from Industrial, as appropriate.
- Applying the Environmental Significance Overlay to identified sensitive areas.

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Reference Documents

Portland Industrial Land Strategy (2016)